



OPEN MOBILE VIDEO COALITION

December 3, 2007

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Open Mobile Video Coalition – Progress Update

Dear Chairman Martin,

Because the FCC has long spurred broadcasters to embrace the potential of digital technology, particularly for mobile video services, the Open Mobile Video Coalition ("OMVC") thought we should report to you and the Commissioners regularly on our dedicated efforts in this important area.

The OMVC group of business leaders has come together in unprecedented speed and scale around Mobile DTV, one motivation being to represent and advance the public interest responsibilities broadcasters have by being digital spectrum license holders. In addition to the consumer benefits, enabling mobile use of digital spectrum, adds important public service and emergency response dimensions to broadcaster's digital news and community service capabilities. To that end, broadcasters are working together through the OMVC to enable the consumer and public service benefits of "DTV-Mobile" to be integrated with the 2009 DTV transition effort.

Beginning earlier this year, OMVC began forming as an informal group seeking ways for broadcasters to launch mobile video services using their digital capacity. In June we held an organizational meeting of then 19 members of our informal coalition, representing over 700 commercial and public U.S. television stations. We worked through the summer and early fall to shape our working efforts on three parallel fronts -- organizational, technical, and business. OMVC's goal is to promote the development of broadcast-based mobile video services, capitalizing on the expertise and assets of broadcasters in providing localized service to the public in their communities.

On the organizational front, we completed the process of incorporating the organization, with a board consisting of representatives of all OMVC members and an

elected Executive Committee, which also includes longtime Gannett broadcaster Roger Ogden as senior advisor. We are raising funds from a variety of sources to fund technical testing and due diligence work, and plan to hire an executive director, with offices likely based in the Washington D.C area.

We feel a deep sense of urgency with respect to mobile broadcast video delivery -- an urgency which the FCC has encouraged given the imminent digital transition. The major issue is the choice of a technology to support broadcaster mobile video. The lesson of AM stereo and its four competing systems, which fragmented the industry and prevented any one system from reaching critical mass, causes the OMVC to seek to support the efforts of the Advanced Television Systems Committee ("ATSC") to establish a unified mobile video standard as expeditiously as is reasonably possible. OMVC does not, at this time, seek to set standards itself and it will not seek to bind its members or other broadcasters to adopt the same standard or mobile technology.

The OMVC Business Advisory Group is chaired by Jim Conschafter of Media General and has recently initiated its due diligence activities. The goal of this group is to develop information about various business mobile video strategies available to broadcasters. Neither OMVC nor its Business Advisory Group seeks to bind its members or other broadcasters to any particular business strategy. The objective is to help with input to the technical teams on which potential video transmission and receiver device features will be suitable for certain business models.

OMVC's Technical Advisory Group is chaired by Sterling Davis of Cox Broadcasting and has been very active, especially in support of preparing the ATSC standard setting process. It is working closely with the Association of Maximum Service Television and the National Association of Broadcasters, as well as with ATSC. It has held half a dozen meetings over the course of the past several months.

OMVC does not at this time intend to participate significantly in legislative, policy or regulatory issues. However, it was gratified that the FCC's Office of Engineering and Technology heeded the concern about the possibly disruptive impact of unlicensed devices on broadcaster mobile video operations and will study this risk. OMVC would be pleased to cooperate with OET in this regard, since a number of its members are operating mobile video field tests at a number of locations and these operations might be useful for OET's testing plans.

We would be pleased to host you, other Commissioners and FCC staff at the mobile video demonstrations individual broadcasters are conducting and to provide you with any additional information you require on this important effort. If there is someone on your staff, at the Media Bureau or in OET whom you would particularly like us to keep abreast of our major activities, please let us know.

Respectively submitted on behalf of the Open Mobile Video Coalition,



Brandon Burgess
Chairman
Open Mobile Video Coalition

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cc: FCC Commissioners
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ET Docket No. 04-186
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